

## United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

PPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.	
09/814,288	03/21/2001	Noriko Ito	14419	4794	
23389 75	90 07/03/2006		EXAM	EXAMINER	
SCULLY SCOTT MURPHY & PRESSER, PC 400 GARDEN CITY PLAZA			LASTRA,	LASTRA, DANIEL	
SUITE 300	CITY PLAZA		ART UNIT	PAPER NUMBER	
GARDEN CITY	CITY, NY 11530		3622	<u> </u>	
			DATE MAILED: 07/03/2006	5	

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)				
Advisory Action	09/814,288	ITO, NORIKO				
Before the Filing of an Appeal Brief	Examiner	Art Unit	-			
	DANIEL LASTRA	3622				
The MAILING DATE of this communication appe	ars on the cover sheet with the c	correspondence add	ress			
THE REPLY FILED 06/12/2006 FAILS TO PLACE THIS APPLI		•				
1. ☑ The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of						
this application, applicant must timely file one of the follow places the application in condition for allowance; (2) a Not a Request for Continued Examination (RCE) in compliant time periods:	ving replies: (1) an amendment, aff tice of Appeal (with appeal fee) in one se with 37 CFR 1.114. The reply mu	idavit, or other eviden compliance with 37 Cl	ice, which FR 41.31; or (3)			
<ul> <li>a)</li></ul>	dvisory Action, or (2) the date set forth	in the final rejection, whi	ichever is later. In			
no event, however, will the statutory period for reply expire le Examiner Note: If box 1 is checked, check either box (a) or TWO MONTHS OF THE FINAL REJECTION. See MPEP 7	(b). ONLY CHECK BOX (b) WHEN THE					
Extensions of time may be obtained under 37 CFR 1.136(a). The date have been filed is the date for purposes of determining the period of ex under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the set forth in (b) above, if checked. Any reply received by the Office later may reduce any earned patent term adjustment. See 37 CFR 1.704(b)	on which the petition under 37 CFR 1.1 tension and the corresponding amount shortened statutory period for reply origing than three months after the mailing da	of the fee. The appropri	ate extension fee ce action: or (2) as			
NOTICE OF APPEAL  2. The Notice of Appeal was filed on A brief in comp	dianas with 27 CED 44 27 must be	filed within two month				
filing the Notice of Appeal (37 CFR 41.37(a)), or any exte a Notice of Appeal has been filed, any reply must be filed	nsion thereof (37 CFR 41.37(e)), to	avoid dismissal of th	e appeal. Since			
AMENDMENTS						
3. The proposed amendment(s) filed after a final rejection,	but prior to the date of filing a brief,	will <u>not</u> be entered be	ecause			
<ul> <li>(a) ☐ They raise new issues that would require further co</li> <li>(b) ☐ They raise the issue of new matter (see NOTE below</li> </ul>	nsideration and/or search (see NO	I E Delow);				
(c) They are not deemed to place the application in bei		ducing or simplifying	the issues for			
appeal; and/or	•					
(d) They present additional claims without canceling a		ected claims.				
NOTE: <u>See Continuation Sheet</u> . (See 37 CFR 1.1 4.   The amendments are not in compliance with 37 CFR 1.1		maliant Amandmant	DTOL 224)			
5. Applicant's reply has overcome the following rejection(s)		mphant Amendment (	PTOL-324).			
<ol> <li>Newly proposed or amended claim(s) would be all non-allowable claim(s).</li> </ol>		timely filed amendme	nt canceling the			
<ol> <li>For purposes of appeal, the proposed amendment(s): a) how the new or amended claims would be rejected is pro-</li> </ol>	☑ will not be entered, or b) ☐ will vided below or appended.	I be entered and an e	explanation of			
The status of the claim(s) is (or will be) as follows:	.,,					
Claim(s) allowed: Claim(s) objected to:						
Claim(s) rejected: <u>1-16</u> .						
Claim(s) withdrawn from consideration:						
AFFIDAVIT OR OTHER EVIDENCE  8. ☐ The affidavit or other evidence filed after a final action, but because applicant failed to provide a showing of good and	t before or on the date of filing a No d sufficient reasons why the affidav	otice of Appeal will <u>no</u> it or other evidence is	t be entered necessary and			
was not earlier presented. See 37 CFR 1.116(e).  9. The affidavit or other evidence filed after the date of filing	a Nation of Appeal but mine to the	daka affilian a bulaf .				
entered because the affidavit or other evidence failed to o showing a good and sufficient reasons why it is necessary	vercome all rejections under appea	al and/or appellant fai	ls to provide a			
10. ☐ The affidavit or other evidence is entered. An explanation REQUEST FOR RECONSIDERATION/OTHER	n of the status of the claims after en	ntry is below or attach	ed.			
11. The request for reconsideration has been considered bu	t does NOT place the application in	condition for allowar	ice because:			
12. Note the attached Information Disclosure Statement(s). 13. Other:	(PTO/SB/08 or PTO-1449) Paper N	lo(s)				



Continuation of 3. NOTE: The raise new issue is "said means determining contract link factor from a ratio of a purchase activity to a number of times of an advertisement distribution, and calculating the advertisement effect based on the contract link factor and a sales increase ratio of the purchase activity before and the contract link factor after the advertisement distribution.

PAQUEL ALVAREZ

POHABY EXAMINER